VMWARE HORIZON ADVANTAGES OVER CITRIX

IDC
Analyze the Future

2016 IDC MarketScape for Virtual Client Computing – VMware a leader for second year in a row

Mobile and cloud deployment issues are dominating the concerns of organizations today. End-user mobility and flexibility versus IT control and visibility are the opposing requirements challenging even the most nimble of environments. Organizations are searching for several key capabilities to address this dichotomy:

- Infrastructure that is optimized for end users to drive down costs, simplify acquisition, upgrade easily, and support policy management
- Flexibility in delivering workspaces to users—on-premises, cloud, and offline—all within a unified workspace with single sign-on
- Management capabilities encompassing the entire ecosystem and providing security, compliance, and management of day-to-day end-user environments

VMware addresses these needs more effectively than Citrix with the VMware mobile-cloud architecture tailored to the specific needs of end-user mobility and IT management.
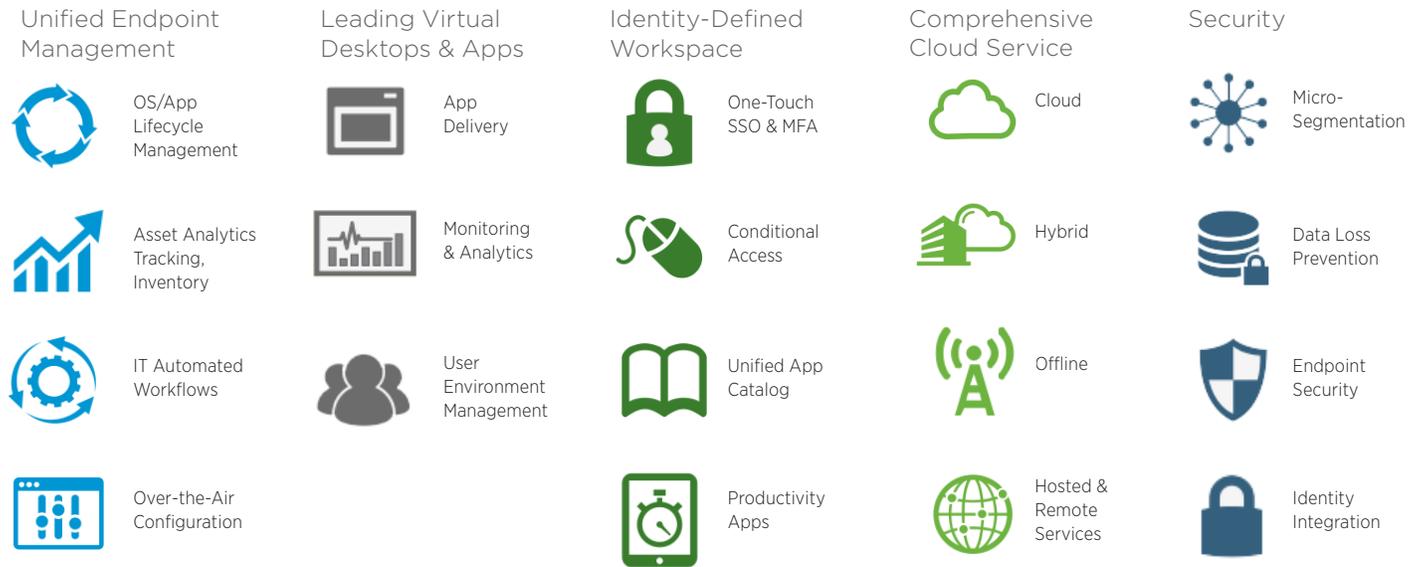
Unified Endpoint Management	Leading Virtual Desktops & Apps	Identity-Defined Workspace	Comprehensive Cloud Service	Security
OS/App Lifecycle Management	App Delivery	One-Touch SSO & MFA	Cloud	Micro-Segmentation
Asset Analytics Tracking, Inventory	Monitoring & Analytics	Conditional Access	Hybrid	Data Loss Prevention
IT Automated Workflows	User Environment Management	Unified App Catalog	Offline	Endpoint Security
Over-the-Air Configuration		Productivity Apps	Hosted & Remote Services	Identity Integration

Figure 1: VMware Mobile-Cloud Architecture

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Unified Endpoint Management

Unified Endpoint Management (UEM) allows users to configure and manage their digital workspaces as well as track operations and automate certain IT workflows. VMware UEM provides four key differentiators:

• Cradle-to-grave control over operating system and applications – Lifecycle management allowing IT to centrally deploy, upgrade, and end-of-life their most changeable assets.

• Over-the-air configuration is a capability for configuring workspaces through the Windows portal and it comes standard with VMware Workspace™ ONE™.

• Asset analytics for tracking and inventory provides key insights into the systems and operations information resulting in higher SLAs.

• IT automated workflows provides structure and tracking of process requirements for compliance and remediation.

Citrix XenMobile lacks these key endpoint management features and is not proven at scale.

Leading Virtual Apps and Desktops

VMware Horizon® is the leading platform for delivery of all types of desktops. It offers persistent, nonpersistent, session-based, hosted, and just-in-time desktops. In addition to every type of desktop, Horizon also offers every type of application: containerized, hosted, remote, and just-in-time applications.

VMware App Volumes™ improves app delivery and app management for a Horizon or Citrix environment. It includes real-time app delivery, user personalization, application packaging, and VMware vRealize® Operations for Horizon or Citrix.

Citrix may have some capabilities in these areas, but their products are either not fully developed or lack the capability altogether, as in the case of app virtualization where they refer customers to Microsoft App-V.

Only VMware provides end-to-end application and workspace management that encompasses the following capabilities:

App Isolation

VMware ThinApp® provides packaged apps that customers can run from almost anywhere because they do not need to install software or device drivers. ThinApp takes an agentless, package-centric approach to app virtualization, increasing portability and deployment flexibility. Citrix XenApp only provides published applications and requires a dedicated infrastructure and database to run. ThinApp does not have these requirements, reducing administrative overhead. Further, Citrix no longer offers an app streaming capability and instead defers to Microsoft App-V.

App Delivery

VMware App Volumes eases the burden of getting the right apps to the right people throughout an application's lifecycle. From delivery to updates and into retirement, App Volumes provides the only real-time application management and delivery solution. The Citrix/Unidesk method of creating multiple layers to deploy apps is cumbersome and slow. Updating layers is more difficult. Unidesk also requires both the application and OS layer be managed in the Unidesk console. It does not allow for managing VDI and server images through the Citrix or VMware management consoles.

Policy Management and Smart Policies

Policy management and smart policies offer time-saving capabilities such as streamlined SSO that bypass secondary login requests for users who have already authenticated via VMware Workspace ONE. Smart policies include security-enhancing capabilities such as contextually aware, fine-grained control of client-side features. Access Point provides a more complete security solution that supports RADIUS, SecurID, and SmartCard and is built upon a hardened Linux appliance that is optimized for a customer's DMZ. For federal and public-sector agencies, Horizon is FIPS 140-2 compliant.

App Monitoring

VMware monitoring and automation capabilities provide end-to-end visibility from the data center to the end user. VMware vRealize Operations Manager™ for Horizon employs a heatmap to enable administrators to visually monitor the health, performance, and configuration of large-scale deployments, including visibility into infrastructure, apps, users, and sessions. vRealize Operations Manager provides individualized monitoring for business-critical apps and correlates the monitoring with underlying storage. The solution also connects performance data with change events. Unlike vRealize Operations Manager, Citrix Director and EdgeSight monitoring capabilities are limited to Citrix components and cannot provide the context of the greater operational system.

User Environment Management

VMware User Environment Manager™ provides a consistent and dynamic desktop experience that is independent of the operating system, device, and location, enabling true "business mobility." Citrix refers customers to AppSense for more complete user personalization. Even with the capabilities acquired with the small startup company Norskale, Citrix still is not able to offer the full enterprise-class, scalable user environment management solution that VMware offers.

Image Management

VMware Mirage™ dynamically moves images across physical and virtual desktops, and VMware vSAN™ provides virtual disk–level quality of service and per-virtual-machine storage services, such as snapshots and backups. Image management in a Citrix environment can be relatively complex at scale.

Identity-Defined Workspace

Identity-defined workspace provides simple and secure access to your users, keeping them productive all the time.

VMware Identity Manager™ offers four important areas of differentiation: one-touch single sign-on and multi-factor authentication for secure access; conditional access that takes into account location and user information; a unified app catalog that is the same across devices; and productivity apps for email, content, and Web browser to help users securely collaborate.

Citrix StoreFront is limited to Citrix products. Apps cannot be deployed from other sources such as Microsoft RDSH apps or VMware Horizon RDSH apps. Self-service password reset (SSPR) is not fully supported in current versions of XenApp and XenDesktop. StoreFront has poor integration with NetScaler. It requires an update to current versions for authentication through NetScaler Gateway.

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VMware Identity Manager is simple to set up and customize, easily integrates with Citrix XenApps and Microsoft RDSH apps, includes a self-service app store, integrates with VMware AirWatch®, and is available as a cloud or on-premises solution.

Comprehensive Cloud Service

VMware has the advantage in delivery of desktops and apps from the cloud—the ability to deliver any type of workspace from any cloud: public, cloud service provided, or private. The VMware comprehensive cloud service strategy is a true hybrid solution.

Citrix does not have a true hybrid cloud solution, offering only on-premises deployment. Cloud desktop and app deployments are done on Microsoft Azure or Amazon Web Services (AWS). Referring customers to Azure or AWS for cloud deployment often results in additional hosting charges.

For mobility management, Workspace ONE EMM is delivered through the cloud. For Desktop-as-a-Service, VMware Horizon Cloud™ provides any kind of workspace as a service from the cloud. Citrix does not have comparable offerings.

For workspace management from the cloud, VMware offers a hyper-converged architecture that leverages current technical innovations such as VMware Instant-Clone Technology. Citrix Cloud is an incremental management platform limited to managing only Citrix deployments.

Security

VMware takes security seriously across all product areas from the data center and network to the endpoint, including mobile devices.

For example, AirWatch EMM prevents user data loss and keeps corporate data secure, VMware NSX® provides microsegmentation for network data separation, and VMware TrustPoint™ provides market-leading endpoint security.

NSX provides an easy to deploy and manage software firewall. Its advantages over other products in the market include providing security within the hypervisor, no additional hardware requirement, and integration with VMware vSphere®. Further, NSX paired with VMware vRealize Automation™ automates configuration and enforces governance and control.

VMware TrustPoint is based on the leading endpoint security solution, Tanium, that creates a continuous closed-loop endpoint security process with 15-second visibility. The VMware vision for endpoint security includes deeper integration with Tanium to provide complete and accurate data—both current and historical—over every endpoint in seconds, ensuring incidents are thoroughly investigated and fully scoped.

While Citrix writes articles about security, they lack an actual robust endpoint security vision or offering that solves organizations' deep need for enterprise-ready endpoint security.

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LEARN MORE

To learn how Horizon delivers and manages any device by integrating identity, application, and enterprise mobility management, visit http://www.vmware.com/products/horizon.

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS

CALL

877-4 -VMWARE (outside North America, +1-650 -427-5000),

VISIT

http://www.vmware.com/products, or search online for an authorized reseller. For detailed product specifications and system requirements, refer to the product documentation.
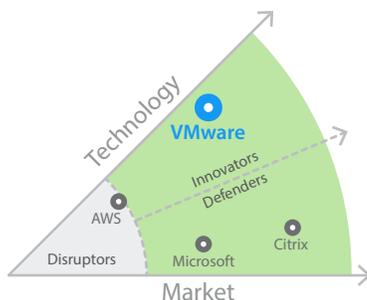
"VMware stands out as the enterprise end-user computing leader."

– TANEJA GROUP TECHNOLOGY ANALYSTS, JULY 2015

Trusted Platform for the Entire Organization

If given the choice, most IT administrators would prefer to use one platform throughout their environment and not spend time installing and managing separate management infrastructures. With VMware, they can do that. The VMware software-defined data center (SDDC) is the only platform optimized for VMware Horizon and other end-user-computing (EUC) products.

A single platform provides the following unique advantages:

• Reduced CapEx and streamlined management

• Trusted brand with leading statistics for reliability, performance, robustness, and security

• Reduced support costs and increased uptime

The industry's leading virtualization platform brings together three critical technologies under one umbrella: storage (vSAN), computing (vSphere), and networking (NSX). This powerful trio provides tailored integration with EUC, resulting in real benefits for customers, including reduced storage costs of up to 50 percent, simplified network provisioning and micro-segmentation, and extensive 3D graphics support that includes vGPU with NVIDIA, vSGA, and vDGA.

Citrix was not built from the ground up to support the VMware SDDC, and therefore will likely lack integration with key innovations in the platform. VMware Horizon was built with integration points to VMware SDDC that provide cost savings in storage, compute, and the network infrastructure.

VMware leads in innovation with Instant-Clone Technology. This revolutionary capability, built into vSphere, allows a booted-up parent virtual machine (VM) to be quiesced and "hot-cloned" to produce derivative VMs rapidly. Instant Clone leverages the same disk and memory of the parent, with the clone starting in an already "booted-up" state. This process bypasses the cycle time incurred with traditional cloning where several power cycle and reconfiguration calls are usually made. Citrix does not offer the time-saving capabilities available from Instant Clone.

Horizon Is the Best Choice

VMware Horizon is the most complete solution for delivering, managing, and protecting Windows desktops, applications, and online services across devices, locations, media, and connections.

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